

It Will Pay You To **BECAUSE** Advertise In The Charlotte Daily Observer..

The OBSERVER offers the advertiser the quality and quantity of circulation that counts in the race for business, and quantity and quality in circulation, applied to publicity, spell SUCCESS.

By QUALITY is meant the intelligence and standing of the newspaper's readers. The OBSERVER reaches the well-to-do, conservative people of the piedmont section, people who have the money to spend, and spend it.

The circulation is not based on complimentary, file and unsold copies, and has been attained solely on the merits of the newspaper—without the aid of premiums or catch-penny contests.

The Observer is the only paper in North Carolina issued every day in the year, and its independent, liberal policy, together with an unexcelled news service, has gained for it a clientele of which few newspapers can boast. It offers advertisers the opportunity of placing their wares before this great family of intelligent, prosperous readers every morning, the seven days of the week. All the local advertisers and many leading foreign concerns have been contented, satisfied patrons of its columns for years. Their opinions are worth something. If it has paid others, it will pay you.

The Evening Chronicle

COVERS THE LOCAL FIELD
 —CHARLOTTE—THE BEST
 CITY IN THE STATE, AND
 IS THE ONLY MEDIUM FOR
 REACHING * * * *

35,000

* * PROGRESSIVE PEOPLE.

SUBSCRIPTION \$5 A YEAR



THE Semi-Weekly Observer

REACHES THE PROSPEROUS
 FARMERS OF THE COTTON
 BELT—A CLASS OF CASH
 BUYERS NOT TOUCHED BY
 THE DAILIES. * * *

SUBSCRIPTION \$1 A YEAR

The Results—admitted by satisfied advertising patrons—justify these claims, and results are what the advertiser is after. If he does not secure results he is throwing away his money. * * * *

The Rates—as low as are consistent with the quantity and quality of circulation—will be given upon application to the advertising manager. * * * *

Issued Seven Days in the Week By

THE OBSERVER COMPANY

CHARLOTTE, N. C.